

## Application Brief

# Anti-Counterfeit RFID Labeling



### Industry

Manufacturing, Industrial Goods,  
Consumer Goods

### Products

INtegrated RFID with Duratran II  
Thermal Transfer Paper and Films  
TMX1000, TMX2000, TMX3000 series ribbons  
PM43 RFID enabled printer  
IF61 Reader  
IP30 Reader

### Region

North America, LATAM, EMEA

### Typical Applications

Anti-Counterfeiting Protection  
Regulatory/Compliance mandates  
Brand Protection

### Customer Benefits

- Product authenticity protection
- Assured compliance with government and industry standards
- Durable, high contrast print for consistent scanning performance
- Reduced total cost of ownership with free printhead replacement program when Intermec media and fixed printers are used together
- On-demand generation of high quality RFID Smart Labels for item traceability
- Increased efficiency and productivity by printing and encoding at the point of activity
- Improved accuracy in shipping, receiving, inventory control
- Optimized performance with an integrated Intermec printer, reader, and Smart Label solution

### Industry Need

Counterfeiting is a global phenomenon affecting a wide range of industries. Companies are becoming increasingly aware of the potential negative ramifications of counterfeit parts with altered serial numbers being sourced and distributed in the supplier networks. These substandard parts can escape detection and be deployed in areas such as vehicle and aircraft spare parts and maintenance. Poor product quality, deterioration of the brand, and concern for consumer safety pose a very real threat. Counterfeiting can affect a company's revenue and do incalculable long term damage when a substituted product is associated with a brand causing system downtime or even critical system or product failure. The costs associated with counterfeit parts just in the automotive and aerospace sectors are estimated to be in the hundreds of millions. Companies look to Intermec for labeling solutions that can ultimately protect their products and their brands.

### Intermec Solution

To meet the labeling needs of our customers deploying solutions in closed and open loop applications and supplying to users in both the commercial and public sector space, Intermec has combined optical anti-counterfeiting technology with RFID Smart labels. Special covert security inks containing compounds visible only under special UV light sources are integrated into the finished label design during the manufacturing process to provide product authenticity protection. Through the use of a flexible label containing a passive chip in which the critical information is stored, the capabilities of track and trace and product pedigree are greatly enhanced. At the customer site through the use of an Intermec RFID enabled printer, the chip can be encoded with specific product and reference information for additional verification of the authenticity of the part or product. Subsequent barcodes and other human readable information can also be printed on the Smart labels if required at the point of activity for increased efficiency and productivity. Through the use of the Intermec IF61 or IP30 RFID readers, the encryption can be hosted right on the reader for additional security, reliability and speed. This information can then be permanently locked as well as password locked so the stored data on the chip can be read many times but cannot be altered. The combination of special inks and critical information tracking through RFID helps protect genuine products by maintaining the pedigree and supply chain integrity.

## Media Products

INtegrated RFID Duratran II Thermal Transfer Labels [Profile](#)

## Ribbon Recommendation

TMX1000 series wax

TMX2000 series mid-range

TMX3000 series resin

## Printer Recommendation

PM43 RFID Printer [Profile](#)

**Ready** – Fastest to deploy. Seamlessly fits any environment.

- Large color multi-lingual tamper proof touch-screen or icon user interface
- No touch configuration capabilities
- Only CCX & WiFi certified fixed printers with standard IPv6 implementation

**Reliable** – Maximize uptime. Built from 40 years of printing innovations. 3rd generation platform.

- Precision Print for consistent bar code printing with pin point accuracy
- Multilingual Web page loaded on every printer ensures easy device monitoring
- Strong metal structure with metal door that can be locked for media protection

**Perform** – Advanced, secure network connectivity options

- Fastest throughput in its class
- Powerful programmable capability with ability to directly connect peripherals
- Most connectivity options in the market

## Reader Recommendation

IF61 Reader [Profile](#)

IP30 Reader [Profile](#)

## The Intermec Advantage

Through the use of specialized ink technology coupled with the benefits of encoded RFID chips, Intermec's Smart Labels enable efficient and automatic product verification throughout the supply chain to validate chain of custody. Combined with an Intermec RFID enabled printer, it's an ideal anti-counterfeit labeling solution.

Intermec printers and media are optimized to deliver superior performance when used together. Our rigorous testing and co-engineering ensures consistently high print quality, proven label and tag performance in demanding real-world environments, and maximum print head service life for reduced downtime.

Intermec printers and media are complemented by our complete line of integrated solutions and services, including rugged mobile computers, RFID systems, and advanced scanning technology. Intermec products and services are used by customers worldwide to improve the productivity, quality and responsiveness of their business operations.

## Printhead Replacement Program

Intermec will provide no cost replacement printheads, as failures occur due to normal wear and tear, to those customers who use Intermec Media Products exclusively with their Intermec direct thermal and thermal transfer fixed printers. For full details, click [here](#).



Company Name

123 Your Street

City, State Zip

123.456.7890

info@YourURL.com

www.YourURL.com



Copyright © 2013 Intermec Technologies Corporation. All rights reserved. Intermec is a registered trademark of Intermec Technologies Corporation. All other trademarks are the property of their respective owners.  
612059-B 01/13

In a continuing effort to improve our products, Intermec Technologies Corporation reserves the right to change specifications and features without prior notice.